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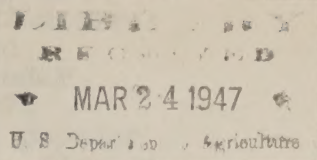




## FLEMING'S FLOWER FIELDS

Growers of Fine Perennials  
3100 LEIGHTON AVE., LINCOLN, NEBR.

## MODERN PERENNIALS BULLETIN



March 1, 1947.

The flower garden is a living, growing thing and as such deserves to be kept up to date. Each year a number of new perennials are introduced which are decidedly superior to those which we are now growing. Add new life and interest to your garden with some of the finest plants yet to be introduced as listed below.

Important - Quantities of most of these choide plants are extremely limited, therefore it is strongly suggested that your orders be placed as soon as possible. Early ordering helps us too and so as an added inducement we will reward each order for \$3.50 or more received by April 1st with a plant of the very fine red Cushion Chrysanthemum "Santa Claus". Note: all prices include postage but the minimum order which can be accepted at these prices is \$2.00.

1947 NOVELTIES

- CARNATION CHEERFULNESS - The flowers are large and carried on stiff wirey stems from neat growing bushy plants. The blooms are white enlivened with a bright crimson center. \$.60 each
- DIANTHUS ROSE UNIQUE HYBRIDS - The Dainthus latifolius variety Rose Unique has been a garden favorite since its introduction. Here are two new ones in the same class. They are strong growers with large double blooms.
- SALMON PINK UNIQUE - PURPLE CRIMSON UNIQUE \$.60 each
- PHLOX CHLSAPAKE ( Plant Patent applied for) - An outstanding new semi-dwarf Phlox growing not over 15" in height with large symmetrical trusses of flowers in a glorious shade of Tyrian Rose with a silvery white reverse on the underside of the petals. One of the finest perennials to be introduced in recent years. \$.75 each. 3 for \$2.00

CHRYSANTHEMUMS

Here are still more modern mums to be added to our already extensive list which has been sent to you under separate cover.

BOKHARA ( Bristol Nurseries) - A rich blending of soft crimson and wine shades bringing to mind the exquisite loveliness of the famous Bokhara rugs. The fully double perfectly formed flowers are carried on long stiff stems from plants which are exceptionally hardy and disease resistant.

\$1.00 each, 3 for \$2.75

WHITE WONDER (Bristol) - Exquisitely formed ball shaped blooms with broad petals which are first creamy white, then open to a crisp clean white. A few stems of this husky grower are enough for a large bouquet. \$.65 each.

MURMERS (UNI OF CHICAGO) - Clusters of semi-double amaranth pink flowers from late August on. \$.60 each

NANOOK (Chicago) Fine low growing, free flowering double white with creamy center. Mid-Sept. to Mid-Oct. \$.60 each.

SNOWFALL (Chicago) - Double white with slight cream center. Late September on. \$.60 each.

TANGELINE (Chiago) Fully double flowers with long overlapping slightly twisted petals giving a fluffy appearance. Color is Spanish orange to grenadin red. \$.60 each.

TWILIGHT (Chicago) Double flowers of Fuchsia-purple, the back of petals somewhat lighter, giving the flower an attractive silvery sheen. \$.60 each.

VALIANT (Chicago) - Semi-double flowers of bright rose scarlet. 18-24 inches. Mid-Sept. to Mid-Oct. \$.60 each

CHIQUITA, LEPITA, ROSITA - Three new Chicago pompons which we regret are sold out until fall.

YELLOW AVALANCHE (Lehman) A true bud sport of the famous Avalanche. The huge fluffy flowers are of a bright soft yellow, a shade or two lighter than Eugene Wander. \$.65 each.

APRICOT CACTUS (Wayside Gardens) (Patent applied for) A superb new Chrysanthemum. The cactus-like flowers are tinted soft apricot which turns to soft corn yellow on age. A fine new cut flower variety. \$1.00 each, 3 for \$2.75



March 1, 1917.

The flower garden is a living, growing thing and as such deserves to be kept up to date. Each year a number of new perennials are introduced which are decidedly superior to those which we are now growing. Add new life and interest to your garden with some of the finest plants yet to be introduced as listed below.

Important - Quantities of most of these choice plants are extremely limited, therefore it is strongly suggested that your orders be placed as soon as possible. Early ordering helps us too and so as an added inducement we will reward each order for \$3.50 or more received by April 1st with a plant of the variety "fine red Cushion Chrysanthemum 'Sante Claus'". Note: all prices include postage but the minimum order which can be accepted at these prices is \$2.00.

1917 NOVELTIES

CAROLAN CHERRYBLOSSOM - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

DIAMANT ROSE - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

ROSE - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

PHILIP CHERRYBLOSSOM - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

new semi-double - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

large symmetrical - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

Tyrian Rose - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

the petals - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

recent years - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

extensive - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

ROSE - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

and - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

of the - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

formed - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

which - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

WHITE - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

with - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

to a - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

are - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

MUNICH - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

MANOR - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

SNOW - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

Let - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

Twilight - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

Valley - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

CHICAGO - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.

Yellow - The flowers are large and carried on stiff wiry stems from most growing bushy plants. The flowers are white and filled with a bright crimson center. The plant is a bushy perennial.   
\$2.00 each.



EMPERESS - Extra large fully double flowers reminding one of greenhouse grown varieties measuring 4-6 inches in diameter. Upon opening the color is soft Empire-rose turning to apple-blossom pink with age, over all is a soft lavender glow. Excellent for cutting. \$1.00 each, 3 for \$2.75

GENERALISSIMO - A splendid new companion variety to the popular Mme Chiang Kai Shek, being of the same parentage. The flowers are rugged and stiff, not affected by bad weather and are carried on long stiff stems for cutting. The color is a soft Magnolia purple. Another Wayside variety. \$1.00 each.

YELLOW EMPEROR (Wayside) - Another hardy outdoor mum with flowers comparable in size to those grown in a greenhouse. The huge perfectly formed double flowers measure 4-5 inches across and are carried on thick stems. \$1.00 each, 2 for \$2.75

WHITE CACTUS (Wayside) (Patent Applied For) - The pure white pointed petals form a fully double flower shaped like a Cactus Dahlia 4-6 inches in diameter. The plants are vigorous growers and bushy in habit. This variety was tested for four years by Wayside Gardens who now offer it as the loveliest hardy white mum in existence. \$1.00 each, 3 for \$2.75

#### Special Collections-

UNIVERSITY OF CHICAGO STRAIN - one each of the six Chicago varieties for \$3.25 postpaid. (\$3.60 value)

Wayside Gardens - One each of Empress, Generalissimo and Yellow Emperor for \$2.75. Patent restrictions do not allow the two cactus varieties to be sold in collections.

#### SELECTED RECENT NOVELTIES

##### HARDY ASTERS

FRIKARTI, WONDER OF STAFFA - One of the finest perennials to be introduced in recent years. Large lavender-blue daisy-like flowers are produced from early June until fall. \$.55 each.

FALL ELOWERING VARIETIES - all 35¢ each, 3 for \$1.00

ADORABLE - a fine deep clear pink.

BELCHWOOD CHALLENGER - Profuse bloomer with brilliant red flowers.

HILDA BALLARD - Large semi-double flowers of a beautiful opalescent mauve lavender.

MOUNT EVEREST - The finest white aster. Fine in contrast to others.

CAMPANULA PERSICIFOLIA (PEACHBELLS) - all 60¢ each.

The persicifolia types (peach-leaved bellflowers) are among the finest hardy garden subjects. The plants take the form of rather flat rosettes from which spring spikes of bell-like flowers. The collection below includes all of the best sorts today.

BLUE GARDENIA - Spires of magnificent lavender blue Gardenia-like double bell flowers. Excellent for cutting and unexcelled as a perennial border plants.

MISTY MORN - Thirty inch spire-like flower stems with beautiful double lavender-blue bells. The soft hazy shadings of color give the flowers a lovely and distinctive appearance.

MOUNT HOOD - a fine semi-double white of outstanding purity and substance. Like the others, fine for cutting.

SNOW QUEEN - An excellent large flowered pure white single variety.

TELHAM BEAUTY - an outstanding single variety with immense wide cups of lavender-blue. The largest flowered variety to be introduced thus far.

TOWER BELLS - A large single with wisteria violet bells in profusion on five foot stems. Excellent new variety which is especially to be valued for its greater height.

WHITE PEARL - Stems are 2½ to 3 feet high and covered with double pure white flowers.

COLLECTION OF ALL SEVEN - \$4.00 postpaid

##### CARNATIONS - NEW ENGLISH COTTAGE CARNATIONS

A new race of hardy carnations. The plants are of compact habit and flowers grow on stout 15 inch stems. Supply of these charmers is extremely limited.

CYNTHIA - Pure shrimp pink waxy petals which are entirely smooth at the edges giving the flowers a gardenialike appearance.

LUCIA - Deep rose pink with salmon shadings. Petals are sharply edged and the flowers are delightfully fragrant.

SYLVIA - The flower petals are a pale rose pink, shading to deep salmon at center and edged silvery white.

Each of the above 60¢ each, 3 for L.50







## CARNATIONS (Con't)

CHEERFULNESS - see 1947 novelties on page 1

CRIMSON KING IMPROVED - A splendid hardy garden Carnation with large double bright crimson flowers on long stems. 45¢ each

AMERICAN BEAUTY - Large fully double blooms of an attractive shade of carmine-rose. A continual bloomer from June on. The supply has never been able to meet the demand on this variety and so order now. 55¢ each, 3 for \$1.45

## DAISIES

Daisies are among the most desirable of all perennials both in the garden and as sources of cut flower material. Listed below are the best of the new varieties now available.

EDGEBROOK GIANT - A new giant single flowered variety, the largest in existence. Very hardy and disease resistant. 65¢ each

FRINGED BEAUTY - Fringed, fluffy almost double blooms. 60¢ each.

MAJESTIC - Large white flowers 5-6 inches across with straight overlapping petals and small yellow centers. 60¢ each.

MOUNT SHASTA - Pure white fully double flowers with high crested centers and a double row of overlapping guard petals on the outside. In bloom from late spring until frost. 50¢ each.

On each of the above for \$2.10 postpaid.

## DIANTHUS LATIFOLIUS HYBRIDS

BEATRICE - a splendid everblooming double cluster pink of a lovely shade of pure pink. In bloom from June on. 40¢ each.

ROSE UNIQUE - Fine double rose pink flowers. 50¢ each.

ROCK RAVEN RED - Double flowers of a glowing rich crimson. 50¢

SILVERMINE - Double flowers of slistening pure white. 50¢ each

SALMON UNIQUE AND PURPLE CRIMSON UNIQUE - see 1947 novelties.

## HEUCHERA (CORAL BELLS)

The coral bells are one of the hardiest of the perennials and are unexcelled for daintiness in the garden or when cut. The following are the newest varieties available.

PINK BEAUTY - Spires of dainty bells of old rose shade lightened by a touch of white at the base of each bloom. 60¢ each

QUEEN OF HEARTS - The finest bright scarlet variety to date.

Queen of Hearts is still quite rare so order soon. 65¢ each.

SNOWFLAKE - A lovely pure white variety which will soon find its way into many gardens. 60¢ each.

## VIOLAS

You may have noticed in our magazine advertising our statement- "Violas are Versatile". This is certainly true for they are useful in beds, borders, rock gardens, as edgings for walks or drives, as ground cover in lily beds and in addition are fine as cut flowers. We know of no other flower which blooms so continually as the Viola for in our garden they are a riot of color from early spring until late fall - long after killing frosts have disposed of mums and asters.

CATHERINE SHARP - A splendid hardy viola with large flowers of a lovely blue lavender color with brilliant yellow eyes. A two year clump will measure 18-24" across and remain compact in habit producing hundreds of flowers from spring until fall. 50¢ each, 3 for \$1.40

GIANT JERSEY GEM - An improvement over the famous Jersey Gem with larger flowers of rich blue violet. 50¢ each, 3/ \$1.40

MAGGIE MOTT - An outstanding variety from Europe where it is widely used. The flowers are large and of a lovely Heliotrope-blue. 50¢ each, 3 for \$1.40

JERSEY GEM - The peerless, ever popular hardy viola. Compact grower with pure rich violet flowers. Now priced so that it can be as widely planted as it deserves at 25¢ each or 5 for \$1.00.

PURPLE GLORY - Large deep violet blue flowers on long graceful stems are produced throughout the spring, summer and fall months. The plant habit is neat and compact. 50¢ each

PURPLE HEART - (Plant Patent 671) "The World's largest Viola" Huge velvety deep violet blue flowers up to 3" across on

stems 7-8 inches long. Established price 85¢ each, 3 for \$2.25







## STILL MORE SELECTED HARDY PLANTS

- ANTHEMIS MOONLIGHT - A fine border plant with hundreds of pale yellow daisy-like flowers during summer months. 40¢ each.
- ASTILBE FANAL - The finest and showiest of the astilbes with feathery plumes of garnet red flowers. Attractive fern-like foliage adds to appearance of plant. 65¢ each
- AQUILEGIA LONGISSIMA HYBRIDS - Scores of visitors to our gardens last year begged for these splendid new hybrids with their very large flowers and extra long spurs. 30¢ each 4 for \$1.00
- DICENTRA FORMOSA SWEETHEART - A new and rare lovely pure white form of the plummy bleeding heart. Blooms continually from spring until fall on dwarf bushy plants. Heretofore it was available only at prices ranging from \$2.00 to \$5.00 each. Now priced at \$.95 each of 3 for \$2.65. Orders for this item must be received by April 10th.
- DIANTHUS OLD SPICE (Plant Patent 499) A splendid double flowered spice pink type. The flowers are fully double and of a rich salmon pink with a delightful fragrance. 60¢ each.
- DIANTHUS LOVELINESS - This is aptly named for the deeply fringed fragrant flowers are of a truly lovely shade of lavender pink. Blooms from spring until fall. \$.30 each, 4 for \$1.00
- HELIANTHUS LODDON GOLD - The so-called hardy golden Dahlia. The flowers are fully double golden yellow and are carried on long stiff stems. Fine for cutting. 35¢ each
- LYCHNIS VISCARIA FL.PL. - A very fine perennial which attracts attention from afar with double bright rose flowers. 40¢ each.
- LYTHRUM THE BEACON IMPROVED - Upright spikes of clear rosy red flowers are produced during the summer months when the perennial border is often devoid of color. 40¢ each.
- PLATYCODON NEW SHELL PINK - A new variety in this very hardy family with large pure shell pink flowers. 50¢ each.
- PYRETHRUM STARTLER - One of the best bright red painted daisies. Splendid for cutting. 30¢ each, 4 for \$1.00
- TRADISCANTIA PURPLE DOME - A new vigorous growing spider plant with large clusters of rich purple flowers. 35¢ each
- VIOLTA ROYAL ROBE - A glorious new giant flowering violet of a lustrous shade of deep violet blue which open up flat like Pansies or Violas. 50¢ each.

### TERMS OF SALE

1. Cash in the form of money order or check with order please. Currency, when sent, is at the senders risk.
2. Prices include postage or express on all orders for over \$2.00. (Method of shipment at our discretion)
3. Minimum order which will be accepted \$2.00.
4. All orders are booked in strict rotation and are accepted subject to crops.

### DISCLAIMER

We give no warranty, expressed or implied, as to the productiveness or life of the stock we sell. It is mutually agreed that our responsibility for untruthfulness to name is limited to replacement or refund of purchase price only.

Important - Perennials being highly perishable, please notify us at once in case shipment arrives in poor order so that a claim may be entered with the carrier. We will not entertain any claims after the goods have been accepted, or when report is not made immediately upon arrival of stock.

ONCE AGAIN \* To avoid disappointment order early as stock of many items is limited.



# STILL MORE LATEST HARDY PERENNIALS

ANTHUS MARGINALIS - A fine border plant with hundreds of pale yellow daisy-like flowers during summer months. 40¢ each.  
 ASTILBE FANAL - The finest and showiest of the astilbes with feathery plumes of variegated flowers. Attractive fern-like foliage adds to appearance of plant. 80¢ each.  
 AQUILEGIA LADY'S SLIPPER - Scores of visitors to our gardens last year begged for these upland new hybrids with their very large flowers and extra long stems. 80¢ each & for \$1.00.  
 DIANTHUS FLORENTINUS - A new and rare lovely pure white form of the plump bleeding heart. Blooms continuously from spring until fall on dwarf bushy plants. Therefore it was available only at prices ranging from \$2.00 to \$3.00 each. Now priced at \$1.25 each of 3 for \$3.75. Orders for this item must be received by April 15th.  
 DIANTHUS OLD SLICE (Patent 499) - A splendid double flowered apricot pink type. The flowers are fully double and of a rich salmon pink with a delicate fringed edge. 60¢ each.

## A GALAXY OF HARDY PERENNIAL STARS from FLEMING'S FLOWER FIELDS

3100 Leighton Ave., Lincoln, Nebraska.

\*\*\*\*\*  
 CARNATION CHLIERFULNESS \*\*\*\*\*  
 CHRYSANTHEMUMS GENERALISSIMO \* YELLOW  
 AVALANCHE \* WHITE WONDER \* \* \* \* \*  
 CARNATION AMERICAN BEAUTY \* \* \* \* \*  
 CAMPANULA PERSICIFOLIA BLUE GARDENIA \* \* \* \* \*  
 CAMPANULA PERSICIFOLIA MISTY MORN \* \* \* \* \*  
 DIANTHUS PURPLE CRIMSON UNIQUE \* \* \* \* \*  
 DAISY EDGEBROOK GIANT \* \* \* \* \*  
 DIELNTRA SWEETHEART \* \* \* \* \*  
 ASTILBE FANAL \* \* \* \* \*  
 PLATYCODON NEW SHELL PINK \* \* \* \* \*  
 VIOLA PURPLE HEART \*\*\*\*\*

*Library  
 U. S. Dept of Agriculture  
 Washington, D. C.*

\*\*\*\*\*AND MANY, MANY OTHERS\*\*\*\*\*

1. Cash in the form of money order or check with order please.
2. Currency, when sent, is at the sender's risk.
3. Prices include postage and express on all orders for over \$2.00. (Method of shipment at our discretion).
4. Minimum order which will be accepted \$2.00.
5. All orders are packed in strictest care and are shipped subject to freight.

We give no warranty, expressed or implied, as to the productive use or life of the stock we sell. It is mutually agreed that our responsibility for continuance of same is limited to replacement or return of payment made only.

Important - Perennials being highly perishable, please notify us at once in case shipment arrives in poor order so that a claim may be entered with the carrier. We will not entertain any claims after the goods have been accepted, or when return is not made immediately upon arrival of stock.

Once again - To avoid disappointment order early as stock of many items is limited.